

SUCCESS OF COMMUNITY MARKET DEPENDS ON SUPERVISION BY COMPETENT MANAGER



"Farmers Line" Along the Curb of an Eastern City Market.

(Prepared by the United States Department of Agriculture.)

Vigilance is the price not only of liberty but of successful co-operative marketing. A city co-operative market may have fine buildings and equipment, but unless it is supervised by a competent manager who diligently enforces a well-worked-out system of operation, the enterprise will sooner or later fail. This is the rock on which practically all unsuccessful markets have broken, say city marketing specialists of the United States department of agriculture.

If a system of municipal markets is not so operated as to provide a place where people can purchase food more cheaply than at other food distributing agencies, the system is not justified, the specialists believe. While it is true that public markets are useful in that they assemble and make readily available a large assortment of certain products, some of which might otherwise be wasted, this is of relatively minor importance in determining the market's success. Well-operated markets may also benefit practically all consumers by furnishing competition which will stimulate private food dispensing agencies to operate more efficiently and to charge lower prices than they would if the competition of the markets did not exist. But public markets cannot bring lower prices unless the cost of operation is less than that elsewhere. This is largely the problem of the market manager.

Give Manager Unhindered Field.

The first essential to a successful market is a competent, well-informed and progressive manager. A man familiar with modern merchandising methods should be procured even if the salary asked is more than at first seems necessary. No private commercial enterprise would think of placing a plant in which \$100,000 or more has been invested in charge of an incompetent, poorly-paid manager. This has been done, however, by some city markets with very unsatisfactory results. Such a market has never come up to expectations and the community which it is intended to serve, as well as many observers, have been led rightly to question the work of the whole municipal market idea.

The manager must have an unhindered field in which to work. In addition to having satisfactory equipment he must make and enforce strictly good, practical sanitary regulations governing the methods of doing business on the part of the dealers in the market. To do this, he must be given almost dictatorial powers and not be obstructed by politics or other outside influences.

Renting Market Stalls.

Most successful markets rent the stalls from month to month. By this method, no question of a long lease will interfere with ejecting a dealer in case he refuses to conduct his business in accordance with the market rules and regulations and in the best interests of the market as a whole. All equipment, such as counters, racks, cold-storage boxes and, if possible, computing scales, should be owned by the city, so that no dealer will acquire property rights in the permanent fixtures in the stall.

The manager should exert every effort to attract dealers of the best type to the market. He should require all occupants of stalls to keep simple, uniform records, which should be available for his examination so that he can ascertain at least the volume of business of each dealer, the dealer's cost of doing business and his net profits.

In all his efforts to better merchandising methods in the market, the manager should keep in mind two fundamental things: (1) To justify the existence of the market, consumers must obtain food more cheaply than it can be obtained from most private stores; (2) To induce the dealers to make this cheaper food possible, they must be given a greater aggregate return than if they were in business merely as private storekeepers. The competent manager, if given adequate powers by the city, can accomplish both aims. One of the first regulations should be to strip from the price of food products as completely as possible all charges for service normally hidden in the price. A dollar spent in the market should bring a dollar's worth of food, not, say, 85 cents' worth of food, 10 cents' worth of delivery and 5 cents' worth of credit. The majority of those who buy in the market pay cash and carry away their purchases. It is manifestly unfair to

MERCHANDISING METHODS

Modern methods of merchandising, which have brought success to the foremost businesses of the country, should be brought to the attention of dealers in co-operative markets by the market manager. This should be one of his particular functions, and he should be selected largely with a view of his knowledge of merchandising, his enthusiasm and his ability to inspire confidence in and obtain results from the class of men who operate market stalls. The manager should get his dealers together from time to time and talk to them on merchandising methods. He should spend much time in the market observing operations and suggesting improvements, and should let it be understood that he will be glad at any time to help in the solution of any problem that may arise.

make them pay higher prices in order that someone else may take advantage of the so-called free delivery and free credit. One of the first rules of a market, therefore, should be that dealers will not be permitted to grant credit or deliver goods at the dealers' expense.

Smaller Profits.

The market manager should insist to dealers in the market that the savings effected by them as compared with outside dealers, by reason of the lower rentals and the absence of delivery and credit expenses, should be passed on to the consumer in lower prices. Because of decreased operating expenses, dealers in the market can sell at considerably reduced prices and still make the same margin of net profit as the average storekeeper. As a matter of fact, they can well afford to take a somewhat smaller margin of profit, since fair reduction of prices as compared with other competitors will attract more customers and so will build up the volume of their business and increase the rapidity of their turnover. The result will be that the aggregate net income built from a large number of small unit profits, together with saving in waste of goods due to their rapid movement, will be greater—and often very much greater—than incomes built by private "service" stores from larger but fewer profits which are subject to reduction from spoilage because of slow movement of goods.

CAREFULLY KILL ALL WEEDS

Of Much Importance That No Noxious Plant Become Large Enough to Produce Seeds.

Weeds keep on coming up all through the season, and must be carefully removed, for a single weed may produce enough seed to infest the whole garden next season. So it is important that no weeds become large enough to produce and ripen seed. The use of stable manure is a source of fresh infection, as this usually contains many weed seeds. This danger may be avoided by using only well-rotted manure on the garden, keeping fresh manure in a compost heap for at least six months. The seeds will be sprouted or killed by the heating of the manure. Some of the plant food is lost by composting, but it is made up by the better physical condition of the manure.

POULTRY FEEDING SYSTEMS

Labor Is Saved and Less Danger of Bowel Trouble in Giving Fowls Their Feed Dry.

(Prepared by the United States Department of Agriculture.)

There are two systems in use for the feeding of fowls, in one of which the feed is given dry and in the other of which one or more of the daily feeds consists of a moistened mash. For convenience they may be termed the "dry feed" and the "mash" systems, although in the dry feed system a dry mash is often fed. Dry feeding is used by many where it is not convenient to make and feed a moistened mash. The greatest advantages to be derived from the dry system are the saving of labor and the lessened danger of bowel trouble resulting from sloppy or soured mashes.

RELATIVE VALUE OF LAND AND PRODUCT

Recent Investigation Made by Bureau of Crop Estimates.

There Has Been Much Disparity, First on One Side and Then on Other, Between Two Movements—Farm Labor a Factor.

(Prepared by the United States Department of Agriculture.)

Farm land value has not advanced in the same degree as the composite price of crops and live stock has from the beginning of the war in 1918. Results of a recent investigation by the bureau of crop estimates, United States department of agriculture, revealed that, although farm land value alone gained in 1918 and led in the relative advance in 1919, it lost its lead in 1917 and, moreover, fell far behind the relative gain in the price of crops and live stock in that year and in 1918. From 1914 to 1918 farm land value, not including that of buildings, increased 11 per cent, while the price of crops and live stock lost 3 per cent. In the following year land value went up 23 per cent above 1914 and price of crops and live stock also advanced, but only by 12 per cent. A reversal of the relative of these movements appeared in 1917, when land value gained only 38 per cent on 1914 and crops and live stock gained 74 per cent. The divergence increased in 1918, since the gain above 1914 was 50 per cent for land value and 97 per cent for crops and live stock.

Farm land value is supposed to be related, at any rate largely related, to the net profit of farming, and in fact it is often somewhat affected even by single years of high or scant profit, yet the value of farm land advanced in 1915, although the price of crops and live stock declined, in comparison with 1914, and gained relatively much more than price did in 1916; but, on the other hand, its relative gain in 1917 and 1918 was far from equalling that of price. There has been much disparity, first on one side and then on the other, between the two movements of land value and produce price.

Perhaps a scarcity of farm labor weakened the demand for farms in the last two years, and perhaps, also, the net profit of farming, because of extraordinary high cost of production, was not as great as the high price of products would indicate superficially.

SWAT PEDIGREED-SCRUB HOG

Buyers Should See That Animals They Are About to Purchase Have Good Quality.

(Prepared by the United States Department of Agriculture.)

Thousands of purebred scrubs are scattered through this country, according to hog extension men of the United States department of agriculture, who are devoting their efforts to eliminating inferior pedigreed animals. This, they say, applies to all kinds of live stock, but is perhaps more general in the hog industry. Pedigrees are necessary and valuable to the hog breeder, yet the pedigree is the means of fooling a lot of farmers, particularly those



Hogs Kept Under Clean Conditions, as on Good Pasture, Are Better Able to Resist Cholera and Other Diseases.

who are about to start into the purebred hog business and who have not had enough experience in judging to select animals of good standard type. Buyers should not be contented simply with purebred animals, but should see in addition that the animals they are about to purchase have good quality, say the department hog specialists.

FOR CONTROL OF WHEAT PEST

Hessian Fly Can Be Held in Check by Plowing Infested Stubble in Summer or Fall.

For the control of the Hessian fly, plow under deeply all infested wheat stubble during summer or early fall, where this is practicable and does not interfere with the growing of clover or important forage grasses. If volunteer wheat starts, kill it by disking or plowing while it is still young.

EARLY LAYING DISCOURAGED

Stunts Growth of Pullets and Tends to Production of Undesirable Small Eggs.

The pullet that lays very young is not as a rule the best layer; early laying stunts the growth, tends to the production of small eggs, and breeding from such pullets in time results in the production of an inferior strain of birds.

NICKEL BY NICKEL

Newspaper Man Dribbled His Profit to Beggar.

Little Transaction by Which Scribe Thought He Was to Make \$2.65 Didn't End in Just That Desired Way.

"A newspaper friend of mine," said Mr. Goslington, "tells me of an unusual experience he has had, in fact is still having with a beggar."

"He met this beggar first about a year ago. The circumstances attending this first meeting were novel and interesting and my friend wrote a little piece about it which was printed in his newspaper and for which he received \$3. As he had given the beggar a nickel he figured that his net profit on this was \$2.65. But:

"A couple of weeks later he again met this beggar, who again asked for a nickel, a request that my friend did not feel warranted in refusing. I don't think he would have refused anyway, my friend being an easy mark for beggars; but having profited by his original transaction with this beggar, he felt impelled to hand over this second nickel promptly, thus reducing his net on this little piece to \$2.60."

"It wasn't long before my friend discovered that this beggar lived somewhere in his neighborhood and made that part of the town his quarry; for now he used to meet him here and there by intervals. Not always, by any means, when they met did the beggar approach him; commonly they passed each other as any other two might do, with no sign of recognition; but once in a while the beggar would ask for a nickel, which always my friend gave. In this way in the course of three months he gave up 35 cents, thus reducing the net of that \$3 to \$2.65. Then my friend had an idea."

"He foresaw that if this went on indefinitely, as these seemed every indication it would do, the beggar would get all of the \$3, which to my friend seemed scarcely reasonable. But he did think that an even division would be no more than right to the beggar, so when the \$3 got down to \$2.65 he set aside, in his mind, \$1.15 as a drawing account to the beggar's credit, and he said to himself that when thus the original fund had been evenly divided he would stop giving and consider that he had done the square thing."

"Well, my friend tells me that, counting a nickel that the beggar drew yesterday, he has now drawn \$1.40, so that now it is a question of a very few weeks only, three or four at the utmost, when the beggar will have drawn his full share."

"Then, my friend says, he is going to shut down and keep the rest himself; but what I think he will do will be to keep on paying till the whole three dollars is gone, his original profit being thus wiped out completely. I don't know what he can do then, unless he should write, covering all his experiences with this unusual beggar, another and longer story; moving then to another part of the city."

Transform Historic Westminster.

Prominent citizens of London are planning to rebuild the district around Westminster abbey as a memorial to those who distinguished themselves in the world war. The improvements include the construction of a great avenue, 120 feet wide, and a new Lambeth bridge. The design for the bridge will be chosen from plans submitted by architects from all over the world. Splendid buildings are projected for the University of London, for a Shakespearean theater, and for arts and science exhibits. The new avenue will contain groups of statuary commemorating the heroic deeds of the British, Canadian, New Zealand and Australian forces, as well as those of Britain's allies. It is intended to make this the finest and most impressive monumental avenue in the British empire—Popular Mechanics Magazine.

Chinese Railways Busy.

Latest reports indicate that the 3,000 miles of government railways carry annually more than 25,000,000 passengers a total of 1,000,000,000 miles. Thirty-seven per cent of the receipts of the government railways come from the passenger service. On five of the lines the passenger revenues exceed those from transportation of goods. Ninety-five per cent of the passenger traffic is third-class at an average fare of one cent a mile, which means a large amount of travel by the poorer classes.

Wide macadamized highways are being constructed in the suburbs of many cities. The coming of the automobile will hasten this development. An automobile service across the Gobi desert, connecting Peking with Urumqi and the Russian railway has been inaugurated.

English Lenses Superior.

When aerophotography commenced to play its great part in the war, it was found that the German-made lenses would do the work of picturing from above far better than British-made lenses. But the English opticians set to work, and in a short time they produced lenses that beat the German product fair and square. Captured aerophotographic apparatus during the latter part of the war showed that the lenses were inferior in quality to those made in Britain. No German-made lens has yet been found that would picture a barbed wire entanglement from a height of three miles, but the British product would, and very often did.

CO-OPERATING TO CUT MEAT COST

"Rings" Furnish Animals for Slaughter and Members Receive Different Cuts.

START IS MADE IN SPRING

Slaughtering Is Done by Man Hired for Purpose Who Usually Receives "Fifth" Quarter for His Pay—No Dividends Paid.

(Prepared by the United States Department of Agriculture.)

Beef clubs or rings and co-operative butcher shops are two of the plans being used by American farmers to reduce the cost of meat for their tables. The co-operative butcher shop is regarded as an outgrowth of the beef clubs, which in varying forms have been in operation for many years.

Typical examples of the beef clubs have been reported to the U. S. Department of Agriculture from the coastal plain of South Carolina. Many of the clubs have a membership of eight farmers, but most of them have sixteen. Operations of the club start



Some American Dressed Beef.

in the spring, when the first member on the list furnishes a beef for killing. The slaughtering is done by a man hired for the purpose and who usually receives the "fifth quarter," such as the hide, heart and liver, as his pay. The beef is divided into as many parts as there are members of the club.

The next week a second member furnishes the beef, and so on for eight or sixteen weeks, the various portions of meat being rotated among the members so that each gets a proportionate share of the choice cuts and of the poorer cuts.

The beef is weighed after the animal is dressed and thus the pounds furnished by each member are known. At the end of the season settlement is made by any members who have not furnished their full shares.

How Plan Developed.

In an Iowa farming community objection was found to these beef rings because each household had to consume a stated amount of beef on stated days during the week in order that the available supply would be disposed of economically. This tended to make the beef diet monotonous and ultimately led to the amalgamation of the beef rings into a co-operative butcher shop.

Each member owns one share of stock in the project, and in his turn furnishes one head of cattle or as many sheep or hogs as are desired for slaughter. The members are credited with the dressed weight of the live stock provided minus a shrinkage of 15 per cent. They receive coupon books equivalent in value to the amount of meat furnished, allotments being apportioned equal in steaks, roasts and boiling pieces.

Each member is privileged to purchase as much or as little meat as he wishes and at any time he can "cash in" on his coupon book at the prevailing prices. Surplus meat is sold to the local trade at from 5 to 7 cents lower per pound than the retail butchers charge for similar cuts in grades of meat. It is reported.

Good Meat Required.

It is required that all animals be in prime market condition when they are delivered at the co-operative shop; that they be subjected to both ante-mortem and post-mortem examination, and that the cattle must not be more than two years old at the time of slaughter.

Like the beef rings, this meat distributing organization is strictly co-operative and distinctly under farmer control. It pays no dividends. In fact, the project is so managed that the surplus is just enough to reimburse the butcher for his services and to cover operation expenses.

Mrs. Alma Pollard accompanied by her two daughters the "popular little" Misses Ruby and Jessie Mae spent the day in Waco, Sunday with relatives.

Boston, Mass.

Dallas Express, Dallas, Texas. Sympathy to the death of Editor King, please publish Equal Rights League Convention.

W. M. Trotter.

WILEY UNIVERSITY

MARSHALL, TEXAS.

Will Begin Its Forty-Sixth Annual Session, Wednesday, September 17, 1919, and Continue Nine Months.

NEW BUILDINGS: The New School and Administration Building, which is now inclosed, will be completed throughout early in the session. It will contain fifteen class rooms, three laboratories and administrative offices and all will be equipped with the most modern furnishings. Coe Hall, which will be used as a girl's dormitory again this year, is completed throughout, and is the largest and most conveniently arranged dormitory in our system. Shower baths on each floor, heating plant now being installed, and the building lighted by electricity. A large study and Y. W. C. A. room, and a hospital ward, with a trained nurse in charge, are among the new features. North College, South College and the frame building known as Science Hall have been converted into dormitories for boys. These will contain modern comforts and conveniences. A Fire-Proof Refectory is in course of erection. Until it is completed, the first floor of the administration and School Building will be used as a dining hall. The small cottage near Coe Hall has both water and gas connections and will be used as a temporary laundry for the girls.

FACULTY: Increased appropriation has made it possible to enlarge the faculty for next session. Carefully selected teachers with post graduate degrees will head the different departments.

COURSES OF STUDY: Usual emphasis will be placed upon college work, including Education. One hundred thirty-four were in this department last year, sixteen of whom graduated and were granted Life Certificate to teach in the State of Texas. Our college diplomas are also honored by Louisiana, Oklahoma and Arkansas Boards of Education. The Normal, Preparatory and English Departments, will be handled by an adequate teaching force. The Music Department will be prepared to give courses in voice, piano, violin and public school music; Stenography and Typewriting will be taught by graduate instructors; King Industrial Home will be able to care for the large number of girls who are expected to pursue the several industrial courses.

DORMITORY FURNISHINGS: Each room is furnished with bed, springs, mattress, chairs, washstand, dresser, bowl and pitcher. Students will be expected to furnish covering, pillows, pillow cases, sheets, towels and other room comfort not mentioned above.

EXPENSES: Board, tuition and furnished room; boys, \$15.00 per month, girls, who do their washing in our laundry, \$14.00; \$4.50 will be added the first month to cover entrance and medical fees. Music per month: Piano \$3.00, voice \$3.00, violin \$3.00. Commercial Course including Typewriting, Shorthand, Bookkeeping \$3.75. Domestic Science \$1.00. Domestic Art \$1.00. Plain Sewing 25c. Laboratory fees from \$1.50 to \$2.50 per semester. Tuition to Day Pupils: English Department \$1.75, Normal and Preparatory \$2.00, College \$2.50. Bills paid monthly in advance. A discount of 10 per cent allowed on expenses for board, tuition and room rent when amount for the entire session is paid at the beginning of the session.

WILEY SPECIALS: THE SOUTH TEXAS WILEY SPECIAL will leave Houston, Monday, Sept. 15, at 1:05 p.m., attached to I. & G. N. train No. 4, and run through to Marshall without change. Pupils will board the Special all along the route. A special car will be attached to the Louisiana Limited, leaving Port Worth at 9:40 and Dallas 11 a. m., Tuesday, September 16, for the benefit of Wiley pupils. Special accommodations will be furnished Wiley pupils on all trains entering Marshall, September 16 and 17. No reduction in rates on any of these trains.

Write PRESIDENT M. W. DOGAN, Marshall, Texas, for further information.

9-6-2t

EXHIBIT OF SMOKED MEATS

Methods of Curing Meats in Different Ways to Be Explained at Iowa Swine Show.

(Prepared by the United States Department of Agriculture.)

The national swine show for 1919 will be held at Des Moines, Iowa, September 29 to October 4. This annual event is without doubt the most important one connected with the swine industry. At the 1918 show held at Cedar Rapids, Iowa, the United States department of agriculture made an exhibit of smoked meats. It is the intention of the department this year to make a much larger exhibit than it did in 1918. In addition to the showing of smoked meats, the methods of curing meats in different ways will be explained. The home curing of pork is one being studied by many farmers who have heretofore been in the habit of purchasing their meats from the local dealer.

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A. F. & A. M. MEET.

The Sunset Grand Lodge, Ancient Free and Accepted Masons, Colored, held their tenth Annual Session in Austin, Texas, beginning August 18, 1919, with their opening exercises at Wesley Chapel church at 8:30 o'clock.

Welcome address, Hon. W. M. Tamm, Austin, Texas, Response, Prof. W. J. Adams, Winchester. Welcome on behalf of the citizens, Prof. B. F. Lee, Response I. J. Adams, Winchester. Welcome on behalf of the

citizens, Prof. B. F. Lee, Response I. J. Adams, Winchester.

Welcome on behalf of the Lodges, L. D. Lyons, Response by W. F. Thomas, Houston, Texas.

Welcome on behalf of the Eastern Star, Mrs. I. J. Williams, Austin. Response Mr. W. F. Thomas, Houston, Texas. Remarks by Past Grand Master, J. F. P. Bradley, Kyle, Texas. J. H. Brewer, Master of ceremonies.

Morning Session, August 19th.

The lodge was called at high noon

with remarks by W. M. Dr. P. C. Hunt. After the preliminaries were over, important committees were appointed. After which the Grand officers made their reports, which proved to be very interesting and full of information. The reports having been read, were referred to the proper committees.

The Grand officers were elected by acclamation as follows: Dr. P. C. Hunt, Houston, Worshipful Master. Prof. G. T. Ware, Winchester, D. G. M. Dr. W. A. Allen, Rockdale, Grand Treasurer. W. F. Thomas,

Secretary. Dr. G. S. Conner, Waco, Houston, Senior Warden. Rev. G. W. Butler, Beaumont, Junior Warden. J. H. Brewer, Austin, Inner Sentinel. George Howard, Flatonia, Grand Lecturer.

Dr. P. C. Hunt was elected as representative to the National Grand Lodge which convenes in Detroit, Mich. This has been a very profitable session. The Order has taken on new growth, and the financial condition is all that could be expected. The next annual session will be held in the city of Dallas, August, 1920.